

NYANSAPO COLLEGE

EFFECT OF IMPORTED TEXTILES ON MANUFACTURERS: CASE
STUDY OF A GHANAIAN FIRM

By

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:Date:

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Supervisors' Declaration

We hereby declare that the preparation and presentation of the dissertation was supervised in accordance with the guidelines on supervision of dissertation laid down by Nyansapo College, Accra.

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ABSTRACT

The World Trade Organization (WTO) protocol on Free Trade Facilitation Agreement was intended to guide nations in their quest to leverage partnerships for development. However, it appeared that the intended benefit of the protocol was yet to be fully realized. This study had assessed the effect of foreign textiles importation on Ghanaian textiles manufacturers. The quantitative methodology employed questionnaire to gather views and facts of stakeholders such as Ghanaian textile manufacturing company, selected traders of textiles and selected corporate bodies. The study concluded that: there is a relatively low positive contribution of the foreign important textiles to the Ghanaian economy, the decline in sales volume and value of locally produced textiles was not as a result of the WTO agreement alone but other factors. The study recommended that the government of Ghana through the Ministry of Trade and industry, increased supervision and training of textiles manufacturers in Ghana to enable them compete with the rest of the world. The government of Ghana should also propose technology sharing with other textiles manufacturing countries so as to boost the capacity and production of Ghanaian manufacturers.

KEY WORDS

Ghanaian Textile

Trade Facilitation Agreement

Trade Liberalization

National Friday wear

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DEDICATION

This work is dedicated to the Almighty Allah for His abundant mercies, guidance, and for seeing me through the successful completion of this programme. To my beloved mother, Kiramatu Adam and my late father, Adam Abubakar I am forever grateful to both of you, and the Research Department of the Ministry of Foreign Affairs for giving me the opportunity to participate in this unique educational programme.

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LIST OF ACRONYMS

AGOA	African Growth and Opportunity Act
ATL	Akosombo Textiles Limited
EPA	Economic Partnership Agreements
EU	European Union
ECOWAS	Economic Community of West African States
GDP	Gross Domestic Product
GATT	General Agreement on Tariffs and Trade
GSS	Ghana Statistical Service
GTP	Ghana Textiles Print
GTMC	Ghana Textiles Manufacturing Company
ICT	Information and Communication Technology
MIC	Middle Income Countries
PPA	Public Procurement Authority
PSI	President Kuffour Special Initiative
PEST	Political Economic social Technological
SPSS	Statistical Package for the Social Science
SHC	Second Hand Clothing
USA	United States of America
WCY	World Competitive Yearbook
WTO	World Trade Organization

CHAPTER ONE

INTRODUCTION

International trade encourages globalization by making investors access new investment opportunities and new markets at greater distance than before (Hall, 2018). Protocols such as World Trade Organization (WTO) regulations, Economic Partnership Agreements (EPAs) among others exist to guide nation states in their quest to leverage partnerships for development. Assessment of trade protocols has however shown that African markets have not fully derived benefits touted under these protocols but rather foreign partnerships are to blame for contributing to the decline of some indigenous African industries. Korley (2011) indicated that, imports of textiles apparel from the United States of America (USA) to Ghana more than doubles Ghana's exports to the USA after Ghana joined the African Growth and Opportunity programme (AGOA) in 2002.

This quantitative descriptive correlational study had focus on examination of how Ghanaian textiles companies have fared after Ghana signed onto the WTO and other protocols which were espoused to engender the free movement of goods and services across international borders, with reference to relevant social, technological and historical background. The study used both primary and secondary data collected from surveying 100 research participants using closed-ended questionnaires for chosen participants. Secondary data had been obtained from libraries and online sources on the topic. The 25.0.0.0 version of the Statistical Package for the Social Science (SPSS) software package was used to analyse data collected from research participants.

Background to the Study

Osagyefo Dr. Kwame Nkrumah, the first Prime Minister and President of the Republic of Ghana (formerly known as Gold Coast) after the country's independence in 1957 introduced the Import Substitution Policy to reduce importation of goods and promote industrialization. This led to the creation of small to large-scale manufacturing industries by the state. Among the several industries birthed by the initiative was the Akosombo Textiles Limited, (ATL) to produce textile prints that portray the Ghanaian cultural beliefs and values. The symbols on the textile prints include Adinkrahene (chief of Adinkra symbols), Asase ye Duru (the earth has weight), Akoma (the heart) among others displayed on the prints for both national and international markets.

The surviving few of the Ghanaian textile manufacturers in its early days offered employment to thousands of Ghanaians but after battling with huge volumes of imported textiles over the years, is currently witnessing a continuous decline in both market share and employment creation. The textiles industry, which in its early days employed about 25,000 people accounting for 27% of the working class in 1977, has unfortunately seen a massive drop. The total number of employees engaged by the textiles industry was 2,961 in March 2005, (TEGLEU, 2012). The situation of continuous decline in market share might lead to an eventual collapse of the textiles industry. Ghana by placing a ban on finished textile like the case of Nigeria in 2012 might protect and promote the textile industry in Ghana.

Statement of the Problem

Korley (2011) stated that the Ghana textile industry was a vibrant sector in the past decades with a total employment of approximately 25,000

persons which accounted for a total of 27% of all manufacturing employment in 1997 and contributed significantly to Ghana's Gross Domestic Product (GDP). Quartey (2006) stated that textile exports generated \$27.2 million in 1992, which increased to \$179.7 million in 1994 but the industry faced a decline in 1998 when revenue dropped to US \$3.173 million. Korley (2011) attributed the decline in export revenue to the textile industry in Ghana to importation of relatively cheaper textiles and apparel from the United States America (USA).

Continuous importation of cheap textiles and smuggled item from China and Pakistan has contributed immensely to the unfortunate decline of textile industry in Ghana, (Ebert-Stiftung- Friedrich, 2006), (Ampofo, 2004) and (Quartey, 2006). They added that, the unfortunate situation posed a challenge to the survival of the few existing textile companies in Ghana. Whilst other factors such as increased imports, dumping and smuggling of textiles and apparel from overseas were identified as causes of decline of the Ghana textile industry. (Zizer, 2010) noted that the situation in the textile industry has further worsened with the level of employment in the textile industry declining from a peak of 25,000 in 1977, to 7,000 in 1995, 5,000 in 2000 and to less than 2000 people currently.

(Quartey, 2006) noted that Ghana could only boast of 3 surviving large textile companies which were on the brink of collapse and 40 garment manufacturers who are currently operating on a small scale out of the total of 16 medium- size textile companies and 138 medium to large scale garment manufacturers in the mid 1970s. "The down turn of the textile industry in Ghana is alarming and has attracted the attention of the media, policy makers

and foreign organizations and stakeholders. In November 2004, the “National Friday Wear” was launched by His Excellency John Agyekum Kuffuor the then President of Ghana. The goal of the project was two-fold: to celebrate African culture and more importantly, to create jobs by reviving the textile industry that is almost collapsing”, (Korley, 2011 p.8). The quantitative descriptive correlational study uncovers the effects of imported textiles on locally textiles manufacturer over the last five years, 2014 to 2018. Questionnaires were issued to 100 participants comprising of textiles manufacturer’s staff, students and traders in textiles which was analyzed using the 25.0.0.0 version of SPSS package.

Purpose of the Study

The purpose of this quantitative descriptive correlational study was to investigate the impact of trade liberalization on the continued viability of the textile industry in Ghana. To achieve this objective, 100 research participants were surveyed using closed-ended questionnaires presented to selected staff of local textiles manufacturers and members of the public.

Research Objectives

The following objectives were developed to guide the descriptive quantitative correlational study:

1. To examine the effect of trade liberalization on the Ghanaian textile industry
2. To examine the implication of World Trade Organization’s Trade Facilitation Agreement on the Ghanaian textile industry.
3. To examine the factors led to the decline in sales volume of the local

textiles manufacturing industry in the five year period, 2014-2018?

Research Questions

Based on the research objectives of this quantitative descriptive correlational study, three research questions (RQs) have been developed as follows:

- 1 What are the effects of trade liberalization on the Ghanaian textile industry?
- 2 What are the implications of World Trade Organization's Trade Facilitation Agreement on the Ghanaian textile industry?
- 3 What factors led to the decline in sales volume of the local textiles manufacturing industry in the five year period, 2014-2018?

Research Hypothesis

H₀: Trade liberalization has had a positive effect on the Ghanaian textile industry.

H₁: Trade liberalization has had a negative effect on the Ghanaian textile industry.

H₀: Trade liberalization has led to increase in sales volume of local Ghanaian textiles in the five year period, 2014-2018

H₁: Trade liberation led to decline in sales volume of local Ghanaian textiles in the five year period, 2014-2018

H₀: Positive implication of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry

H₁: Negative effect of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry

Significance of the Study

Findings from this quantitative descriptive correlational study from surveying 200 research participants would be useful to the textile industry in Ghana. The in-depth insights might be useful to understanding why in the midst of government policies to promote activities of the local textiles industry, imports have still dominated Ghana's local market. Additionally, the findings might prove useful to policy makers and think tanks on strategies to be adopted to overcome challenges of the local textile industry. A copy of this study will be made available at the school's library to guide future research on the topic.

Delimitations

This descriptive correlational study covered two geographic locations. They included the manufacturing house of a local textiles manufacturer in the Eastern Region of Ghana and its administrative office located in the Greater Accra region of Ghana. Being one of Ghana's leading textiles manufacturing company, the trend in employment numbers, cost of production, pricing of finished goods and customer satisfaction was examined.

Limitations

Findings from this quantitative descriptive correlational study are not exhaustive on the textile industry in Ghana. The quantitative descriptive correlational focused on the effects of imported textile on the sales volume of locally manufactured textiles over the five year period, 2014-2018. The research design employed the use of questionnaires for data collection which give numerical descriptions and not detailed narrative. The use of questionnaires provided less elaborate account of human perception and in

depth information since respondents only answered questions captured in questionnaires. Other problems associated with questionnaire as data collection tool include misinterpretation of questions by respondents which might affect the results. However the researcher ensured questions were easy and straightforward after the piloting process revealed that some of the questions were technical and needed the researcher's clarification before respondents could give answers which will not be possible in quantitative methodology.

Definition of Terms

This section of this quantitative descriptive correlational study has given full meaning of terminology and abbreviation used.

Middle income countries (MICs): Middle income countries (MICs) are nations with per capita gross national income between \$1,005 and \$12,235 which the World Bank uses to classify economies for operational and analytical purposes (Investopedia).

General Agreement on Tariffs and Trade (GATT): GATT is an international treaty to promote trade and economic development (Oxforddictionaries.com).

Nominal Gross Domestic Product (GDP): GDP is the evaluated current market prices which include all of the changes in market prices that have occurred during the current year due to inflation or deflation (cliffsnotes.com).

National Friday wear: In the Ghanaian context 'Friday wear' as the name implies permits the extensive use of locally manufactured fabric and designs as business wear on Friday.

Organization of the Study

This quantitative descriptive correlational study is made up of five chapters. Chapter One comprised of the introduction, background to the study, statement of the problem, purpose of the study, research objectives/questions/hypothesis, significance of the study, delimitations, limitations, definition of terms and the organization of the study. Chapter Two is made up of theoretical framework, literature search, and review of seminal literature textiles industry in Ghana, review of current literature on textile industry in Ghana, gaps in the literature, conclusions and chapter summary. Chapter Three includes; research design, study area, population, sampling procedure, data collection instruments, data collection procedures, data processing and analysis and chapter summary. Chapter Four is made up of advance organizer and summary of key findings. Chapter Five comprises of recommendations, suggestions for further research and style requirements in presenting project work, dissertation and thesis.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The purpose of this quantitative descriptive correlational study was to investigate the impact of trade liberalization on the continued viability of the textile industry in Ghana. The purpose of the study was achieved through the survey of 100 research participants with closed-ended questionnaires administered to selected staff of a local textile manufacturing company and members of the public. The scope of chapter two of this quantitative descriptive correlational study comprised of theoretical framework, literature search, review of seminal literature, review of recently published literature, gaps in the literature and chapter summary.

Theoretical Framework

The theoretical framework for this quantitative descriptive correlational study consists of concepts with their definitions and existing theory of Competitiveness by Michael Porter and theory of competitiveness of firms by Ambastha and Momaya's that relates to the study. The theoretical framework had demonstrated understanding of aforementioned theories and concepts that are relevant to the topic and relates to the broader areas of knowledge being considered. The theoretical framework describes the theory that explains why the research problem under study exists, (Gabriel, 2013). This section examined theories on which the research study will be anchored. The theories will serve as foundation for explaining and understanding the problem statement of the proposed descriptive quantitative correlational study. Michael Porter's and Ambastha and Momaya's theories of competitiveness will be

looked at. This quantitative descriptive correlational study was situated within the framework of Michael Porter's theory of competitiveness set out in 1980 and the competitiveness of firms' theory by (Ambastha and Momaya, 2004). The theories correspond with the topic because in every business there is competition. Ghanaian textiles industry is not an exception to the competition rule, especially with the practice of international trade that allows for the exportation and importation of textiles into the Ghanaian market. Textiles industry in Ghana must be aware that it is competing with giant economies like those of China, Holland and Nigeria in textiles manufacturing. The role of competition to the survival of businesses cannot be undermined which has been carefully examined by scholars in various theories of competitiveness.

Theory of Competitiveness

Michael Porter's theory of competitiveness also known as the five forces is a model used to explore the environment in which a product or company operates to generate competitive advantage. It focuses on five key areas namely; the threat of entry, the power of buyers, the power of suppliers, the threat of substitutes and competitive rivalry, (Morrison, 2010). This section discussed review of scholarly critics of the theory and how it relates to the quantitative descriptive correlational study. When an organization generates profits that are above average for the industry, this organization is believed to have some form of competitive advantage over the competition. Michael Porter theorized that there were two basic forms of competitive advantage, that deriving from a cost advantage and a differentiation advantage. A cost advantage occurs when an organization is able to provide a product or service with similar benefits, but at a lower cost than competitors. A differentiation

advantage occurs when an organization's product or service provides benefits beyond those of competitors.

In either case, the organization provides a superior level of value to its customers. These positional advantages are created by using resources and capabilities to either provide a differentiated offering, or an offering with a lower cost structure (Porter, 2006). The relevance of this theory to the quantitative descriptive correlational study is that, the textiles industry in Ghana has over the years been faced with competition from abroad that is threatening the survival of industry operators like Akosombo Textiles Limited, Ghana Textile Print (GTP) and Woodin, just to mention a few. Textiles on the Ghanaian market are currently being imported mainly from China and Nigeria. (Quartey, 2006) asserted that textiles exports generated \$27.2 million in 1992, which increased to \$179.7 million in 1994 but the industry faced a decline in 1998 when revenue dropped to US \$3.173 million. Additionally, Korley (2011) attributed the decline in export revenue to the textile industry in Ghana to importation of relatively cheaper textiles and apparel.

Grundy (2006) in critiquing the work of (Porter, 1979) noted that there was no justification for the choice of the five environmental forces. A further criticism is that Porter's model only generates snap-shots on competitiveness. Thyrlby (1998) noted that the Five Forces model of Porter is static and does not take account of time. Thus it is much more difficult to determine markets with higher competition dynamics because these change very quickly. This demands a steady creation of new models. Dulčić et al (2012) noted that Porter's model did not incorporate the benefit of time factor in ensuring companies competitiveness, adding that, taking the dimension of time into

account might be beneficial for managers. Managers taking a course on ‘time dimension’ might be better able to consider market trends and changing environment (Dulčić et al, 2012). Porter’s Five Forces framework of competition does not guarantee a competitive advantage that is inviolable and sustained (Aktouf, 2004). The reason for this lies in the fact that the Five Forces framework is static, and does not include consistent changes of the competitive environment (Karagiannopoulos, Georgopoulos and Nikolopoulos, 2005).

Hill and Jones (2008) noted that Porter’s Five Competitive Forces motivate twenty percent of business performance variations in terms of market share, growth and industry profitability. Businesses goals are not only to protect against the five forces, but most importantly to start collaboration and maintain innovation due to the increasing power of the Internet and other information technologies (Eriksson and Johanson 1996; Karagiannopoulos et al., 2005). Flower (2004) criticized Porter’s model because of the missing attention to ‘digitalization’, ‘globalization’, and ‘deregulation’. The three factors, Flower argued are one reason why the industry structures changed during the last decade, 2013-2018. Grundy (2006) further noted that Porter’s framework did include the influence of Political Economic Social Technological (PEST) factors or the ‘dynamics of growth’ on industries. Rivard, Raymond and Verreault (2006) stated that the Five Forces model did not assess the resources and capabilities of a company, which were equally important. Scholars had in the past reviewed competitiveness differently; subsequent paragraphs will look at competitiveness as opined by Ambastha and Momaya (2004).

Competitiveness is a multidimensional concept; it can be looked at from three different but inter-related levels: country, industry and firm. Competitiveness originated from the Latin word, *competer*, which means involvement in a business rivalry for markets. Ambastha and Momaya noted that the inability of firms in understanding competition at firm level had contributed to low competitiveness of firm. This section of the quantitative descriptive correlational study had examined scholarly critic of the theory by earlier writers as well as its relevance to the topic. The ability to compete describes economic strength of a country or industry or firm with respect to its competitors in the global market economy in which goods, services, people, skills and ideas move freely across geographical borders (Murths, 1998). D'Cruz (1992) defined firm level of competitiveness as the ability to design, produce and or market products superior to those offered by competitors, considering the price and non-price qualities. Competitiveness processes are those processes that identify the importance and current performance of core processes such as strategic management processes, human resources processes, operations management processes and technology management processes. Competitiveness process can be viewed as a balancing process that complements traditional functional processes such as operations management and human resources management to enhance the ability of an organization to compete more effectively (Ambastha & Momaya 2004). The theory relates to this quantitative descriptive correlational study that ensured the textiles industries in Ghana compete with the rest of the world in terms of quality, designs, production and prices.

The importance of being competitive in business was not limited to competitive rivalry in the case of Michael Porter but other environmental factors according to Ambastha and Momaya (2004), making reference to the terrorist attacks of Sept. 2001 and collapse of giants such as Enron, WorldCom have shaken confidence in business. With Japan passing through a decade long painful transition, two biggest economies of the world are not in a good shape. Survival and success in such turbulent times increasingly depends on competitiveness, the ability to compete. Competitiveness has been described by researchers as a multidimensional and relative concept. Significance of different criteria of competitiveness changes with time and context. Theories and frameworks must be flexible enough to integrate the change with key strategic management processes if their utility is sustained in practice. Competitiveness can be treated as a dependent or independent variable, depending on the perspectives from which one approaches the issue. Berkely et al (1988) has suggested a framework that has three-folds: the competitiveness performance, competitiveness potential and the management processes. A similar framework can be found in the World Competitive Yearbook (WCY, 2002). In the WCY formula ‘world competitiveness’, is a combination of assets that are inherent and created as well as processes that transfer assets into economic results (Man, 1998).

Competitiveness involves “a combination of assets and processes, where assets such as inherited natural resources or created infrastructure are processed to achieve economic gains from sales to customers” (DC, 2001). Bartlett and Ghoshal (1989), viewed competitiveness with competency approach thereby emphasizing on the role of internal factors of the firms such

as firm' strategy, structures, competencies, and capabilities to innovate, and other tangible and intangible resources for their competitive success. The above approach to competitiveness was noted as the resource-based approach towards competitiveness by (Prahalad and Hamel 1990). Ability to develop and deploy capabilities and talents far more effectively than competitors could help in achieving world class competitiveness (Smith, 1995). For providing customers with greater value and satisfaction than their competitors, firms must be operationally efficient, cost effective and quality conscious (Johnson, 1992). Related to the above condition is a number of studies focusing on particular aspects like marketing (Corbett and Wassenhove, 1993), Information Technology (Ross, 1996), quality of products (Swann and Tahhavi, 1994), and innovative capability of firms (Grupp et al, 1997). Barney (2001) and Sushil (2000) opined that in today's business, the environment's turbulent, dynamic, flexible, speed and adaptable nature are the important sources of competitiveness". (O' Farrell et al, 1992, 1989, 1988) conducted a number of studies on the relationship between competitiveness and firm performance, with focus on price, quality, design, marketing, flexibility and management to explain business competitiveness.

Literature search

Chapter two presents review of scholarly works on the textiles industry in Ghana and the world at large, using secondary data from both virtual and physical libraries. Literature on the Ghanaian textile industry, the effects of global competition, imports and second hand clothing on the industry gathered from Google Scholar and the Virtual libraries of some Ghanaian universities had been presented.

History and evolution of the Textiles Industry in Ghana

This section of the quantitative descriptive correlational study reviewed and discussed scholarly works on the origin and history of the textiles industry in Ghana. Themes discussed include the industry's contribution to employment, causes of the declining production volumes and revenue of the textiles industry and its impact of the country's Gross Domestic Product. The textile industry in Ghana mainly produces textiles for garment construction. The Ghanaian textiles industry, as part of the country's history, has been a key source of providing employment opportunity to citizens (Quartey, 2006). Wax prints and designs are so closely identified with the people of Ghana that they became a region associated with the textiles even though the fabrics arrived in West Africa via trading activities with Europe (Sykas, 2005).

Asare (2012) noted that the Ghanaian Textiles industry employed 25,000 workers in 1977 but the number declined to 7,000 in 1995, 5,000 in the year 2000 and fewer than 3,000 in the earlier part of 2005. Ghana now joins other countries in the sub-region with collapsing textile industries like Kenya, (Mangieri, 2006) and Zambia (Koyi, 2006). Although small and medium size enterprises, these companies are mainly in the garment manufacturing sector (Vandyck & Fianu, 2012). Asare (2012) reported that Ghana has only four large textiles firms, and they are Ghana Textile Print (GTP), Akosombo Textile Limited (ATL), Ghana Textiles Manufacturing Company (GTMC), and Printex. These four companies are unstable in terms of their production volumes because production capacity has been reduced drastically over the years (Quartey and Abor, 2011). The unfortunate decline of the textile industry

over the years informed this proposed descriptive correlational study to investigate the current situation for the period of five years (2014-2018).

Adikorley (2013) identified both internal and external factors as contributors to the current state of Ghana's textile industry. Klutse (2008) reported in a Ghanaian local newspaper, *The Daily Guide*, that the Chief Executive of the Public Procurement Authority (PPA), A.B. Adjei, blamed the use of old machinery by the textile industry as one reason which contributed to its possible collapse. Other issues like external competition were not left out by previous scholars in their work. Asare (2012) noted that external threats include imported textiles from China, India, and some African countries that are smuggled into Ghana through unauthorized routes.

The Chinese have relatively cheaper production costs because they have cheaper labor, free gas supplies from the government, and rebates from government when they export. Thus, Chinese textile companies that export are rewarded for doing so. Unfortunately, because of the differences in production costs when compared to the experience in Ghana, the low purchasing power of Ghanaians supports both their preference and demand for Chinese textiles over locally manufactured options. Adikorley (2013) viewed quality of prints imported from China in different lights; the quality of the Chinese imports have improved which no longer makes it easy to tell the difference between authentic Ghanaian fabric and the imports based on the lightness (feeling by hand) of the fabric and the colour fastness. Abdallah (June, 2010) affirmed that Ghana's once prospering textile market is now flooded with Chinese lower quality textile products and Second Hand Clothing (SHC) also known as Used Clothing. As a consequence, he reported, Ghana's unemployment index has

increased. The Institute of Statistical, Social and Economic Research reported that in 1977, over 25,000 people were employed in the textile industry in Ghana; this was twenty seven percent of total employment in the manufacturing sector in Ghana (Quartey, 2006).

Koyi (2005) presented the state of the textiles industry in Zambia, noting that, through an incentive programme offered by the Zambian government in the 1960's through to the 1980's, the industry contributed significantly to the manufacturing value of the country as a whole. The industry was one of the main players in the country's development through the 1980s. The Zambian textile industry however began to experience a down turn when copper earnings fell and hence there was not enough foreign exchange for the imports of spare parts and raw materials for production. Trade liberalization was to be a saving grace for the declining Ghanaian textile industry but, paradoxically, trade liberalization introduced a competition to be faced by the local textiles industry from Asian textiles and used clothing from western and European countries (Koyi,). Global competition has become very important to the proposed quantitative correlational study because textiles industry in Ghana can only benefit from trade liberalization if they can withstand competition.

Quartey conducted a qualitative research to explore and present the state of the textiles industry in Ghana and also to examine the state of the industry in 2006 and possible challenges. Recommendations based on findings from Quartey's research affirmed that industrial development by the state was the surest means of ensuring higher and sustainable growth rate in the industry. Quartey (2006) noted that in the mid1970s there were 16 large and medium

sized firms producing textile products and 138 large and medium-scaled firms producing clothing. Most of these companies have since shut down. Ghana Textile Print (GTP), Akosombo Textile Limited (ATL), Ghana Manufacturing Company (GTMC), and Printex were the four companies still producing textiles in Ghana as of 2002. This quantitative correlational study intends to investigate how many functioning textiles company still existed in Ghana within the last five year period (2014-2018).

Quartey's (2006) findings revealed that thirty percent of the respondent suggested the need for a total ban on imported textiles into Ghana whilst the rest of the sixty-five percent were against a total ban on imported textiles. As government intervention, such as Task Force that seized imported textiles on the Ghanaian market, Ghana Standards Board policy whereby anybody who wanted to import something has to present the designs before a committee which comprise[s] of the local textile companies, Adikorley 2013, study revealed that employees of textiles industry acknowledged government contributions would help the industry, and increase the market share of the textiles industry in Ghana. This quantitative correlational study investigated how far imported textiles had contributed to the declining state of the textiles industry in Ghana in the last five years and whether or not if a total ban on imported textiles will help revamp the textiles industry in Ghana.

Review of Recently Published Literature on the Ghanaian Textiles Industry

This section of the quantitative descriptive correlational study reviewed recently published scholarly works on the textiles industry in Ghana. The discussions were divided into themes that included: global competition, impact

of the importation of second-hand clothing or used clothing on the local textile industry, effects of smuggling on the local textile industry and the impact of obsolete technologies on the performance of the local textile industry. Amoah (2015) identified factors such as global competition, second-hand clothing and smuggling, and obsolete technologies used by firms as being responsible for the incremental decline of the textiles industry in Ghana. Findings from Amoah's study revealed both national and international challenges that confronted effective performance of the Ghanaian textile industry.

Adikorley (2013) noted that even though multiple factors had contributed to the decline in production by local textile companies, the influx of imported textiles had been a major factor. Higher import duties on raw materials for production, and the lack of investment in newer equipment/technology for production by the local textile industry were also recognized as deterrents to the performance of the textile industry. Adikorley (2013) reported that the Public Procurement Authority (PPA), of Ghana had blamed the use of old machinery as a key reason that potentially could collapse the textiles industry in Ghana. Asare (2012) identified smuggled imported textiles through unauthorized routes from China, India, and some African countries into Ghana as threat to the survival of locally manufactured textiles. This quantitative correlational study recognized findings from study relevant to the reasons behind the unfortunate decline of the local textile industry.

Global competition

Findings from Quartey (2006) noted that fabric and garment importation into the country was \$35 million by the year 1992 and \$57 million by 1998. By July of 1999, textiles and garment importation stood at \$42

million, which showed an increase by December of 1999. Despite the increase in textile imports, the revenue generated from the export market for the industry increased during the 1990's, from \$27.2 million in 1992 to \$179.7 million in 1994 (Quartey, 2006). In the late 1990s, the trend reversed and export revenue declined to \$3.173 million in 1998 (Quartey, 2006). The decline was attributed to trade barriers existing among the Economic Community of West African States (ECOWAS), high tariffs as well as poor quality of domestic textiles and apparel (Quartey, 2006).

Quartey (2006) reported that, with the inception of the African Growth and Opportunity Act (AGOA) enacted by the United States, Ghana qualified to export into the US market in 2000. Quartey (2006) lamented that poor packaging by some manufacturers/exporters also serves as a barrier to exports to markets such as the European Union (EU) and the United States of America (USA). Also, poor finishing of products (quality/conformity to standards), technical barriers, inability of some manufacturers to meet export orders on schedule, high tariffs charged in some export destinations of Ghanaian textiles are among the barriers to exports to external markets. Continuous importation of cheap textiles and smuggled items from China and Pakistan has contributed immensely to the unfortunate decline of textile industry in Ghana (Quartey, 2006). Findings from Quartey's study are relevance to this proposed quantitative correlational study because it will inform the researcher how the local textile industry had performed in the last five years.

Used Clothing and Smuggling

Baden and Barber (2005) conducted an analytical study on the impact of used clothing on developing economies. Baden and Baber revealed that,

although used clothing contributes only 0.5% of total trade globally, it forms one of the main components in textiles and clothing imports into most Sub-Saharan countries. The trade in used clothing offers jobs to many citizens of these countries some of which include transportation, cleaning, repairing, restyling, and trading. Employment generated from trading in used clothing is reported to be more than employment in the formal sector of the textile industry in these African countries. Baden and Barber (2005) revealed that trading and purchasing of used clothing provides benefits to both traders and consumers alike. Revenue generated from the trade of used clothing is around one billion dollars annually. Consumers, especially low income earners or the poorer populace, purchase used clothing because the clothes are very cheap and affordable.

Baden and Barber (2005) reported that used clothing appeals to all persons of the socioeconomic ladder and, while used clothing is noted to be relatively cheap and affordable, most people are purchasing them because of the popularity of western clothing styles. Baden and Barber (2005) cited Hansen (2000) who noted that used clothing imports into West African countries are a key contributing factor to the decline in production of local textiles industries in these countries. If used clothing is totally banned from these countries, there is no sure way the local textiles industry would begin to increase production capacity because used clothing has been taken over by textiles and clothing imports from Asian countries have introduced an additional element of competition to the Ghanaian textile market. Baden and Barber (2005) concluded that while trade in used clothing has been a major means of employment which supports the living conditions for many people

and providing a consumer benefit not only to the poor but to all socioeconomic levels. Baden and Barber (2005) recommended that some revenues generated by used clothing trade be distributed to support the textiles industries in countries with low purchasing power and declining textile economies. Another recommendation was for improvement in the customs enforcement so that used clothing-related frauds can be reduced.

Obsolete Technologies

This section of the quantitative descriptive correlational study on recently published works by scholars will be discussing obsolete technologies as a key theme in contributing to textiles industry decline in Ghana. The Chief Executive of the Public Procurement Authority (PPA), A.B. Adjei, blamed the use of old machinery by the textile industry as one reason that could collapse the textile industry (Klutse, 2008). Several training and capacity building programmes have been offered in the past to enhance the technological capacities of the textiles industry operators. These training programmes included the textiles/garment cluster network programme. The Ex- President Kuffour's Special Initiative (PSI) on Export programme on Textiles and Garments Adikorley (2013) noted was one of such capacity building programmes organized for textiles industry operators in the past. The various policies initiated by successive governments were to train textiles employees on mass production strategies, up-grade technical and managerial skills of the industry. The PSI on textiles was also aimed at providing financial assistance to help the textile industry to take full advantage of the opportunity to export to the United States market through the AGOA programme (Quartey 2006). Comparing the quality of imported textile products with local textile products,

majority of consumers (48%) claimed imported textile products are better, while 27 percent went for local textile products (Quartey 2006). Five percent thought they are of the same quality, while 20 percent were indifferent as revealed in a quantitative study by (Quartey 2006) to compare quality on the topic whether or not Ghanaians preferred imported textiles to locally manufacture. The earlier writers as seen had on different occasions investigated the reasons behind the decline of the textiles industries in Ghana suggesting that the government of Ghana develop strategic policies to address the issues of cheap importation and undeclared textiles

Chapter Summary

Chapter two reflected detailed discussions on relevant theories that provided significant knowledge to the understanding of the challenges that afflicted the textile industry in Ghana. Findings from reviewed scholarly works revealed that importation of textiles, second-hand clothing, use of obsolete technology and global competition were major causes of the decline of the textiles industry in Ghana. Trade liberalization was also found to have had a negative effect on the survival of the textile industry in Ghana. Findings from the reviewed scholarly works guided the researcher to focus on revivifying the local textile industry.

CHAPTER THREE

RESEARCH METHODS

Introduction

The purpose of this quantitative descriptive correlational study was to investigate the impact of trade liberalization on the continued viability of the textile industry in Ghana. The purpose of the study was achieved through the survey of 100 research participants using closed-ended questionnaires presented to selected staff of a local textiles manufacturer and members of the general public. The scope of chapter three covered: research design, study area, population, sampling procedure, data collection instruments, data collection procedure, data processing and analysis and chapter summary.

Research Design

Cohen (1980) defines quantitative research as a social research that employs empirical methods and empirical statements. Cohen noted that empirical statement is a descriptive statement about what “is” the case in the “real world” rather than what “ought” to be the case. “Typically, empirical statements are expressed in numerical terms; another factor in quantitative research is that empirical evaluations are applied. This quantitative correlational study investigated the impact of trade liberalization on the continued viability of the textile industry in Ghana through the quantitative approach of eliciting information and provided answers to the research questions. The first task of the researcher was to uncover the peculiar problems confronting the company under this study to give a significant representation of the research area. This was done by administering questionnaires to staff of ATL who provided answers on their understanding of the challenges that limit

effective performance of their company. Findings of the research would have been incomplete without the views of customers which revealed that the Ghanaian textiles was still preferred to the foreign made textiles through questionnaires presented so as to triangulate data sources to include key stakeholders such as manufacturers and customers. The varied views had helped the researcher to make recommendations that might revamp activities of the textile industry in Ghana.

Empirical evaluations are defined as a form that seeks to determine the degree to which a specific program or policy empirically fulfils or does not fulfil a particular standard or norm” (Suphat Sukamolson, 2007). Creswell (1994) defines quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). Quantitative methodology employs the use of numbers to offer understanding to a phenomenon. The choice of quantitative design as a mode of data collection and analysis is not in any way to downplay the efficacy of qualitative data collection, but for the purpose of this study, the number of respondents had to be relatively large so as to come out with findings that can be generalized to the textiles industry in Ghana. The choice of quantitative design had become necessary for this study because the effect of a phenomenon cannot be traced without identifying the cause, to determine the correlation of the two, which is the core in quantitative data approach. It is worth knowing that quantitative research gives more of a numerical descriptions rather than detailed narrative and generally provides less elaborate accounts of human perception.

Study Area

This study was conducted in both the Eastern region and the Greater Accra region of Ghana. This is because the designated company has its factory situated at the Asuogyaman district, overlooking the Akosombo Dam in the Eastern region of the Republic of Ghana, with its sales and administrative office located in the Greater Accra region, precisely Accra-Tudu. The Eastern region has a total of 3,244,834 inhabitants with an area of 19,323km² according to the 2019 population census conducted by the Ghana Statistical Service (GSS).

Population

Fraenkel and Wallen (2000) describes population as any group of individuals that have one or more characteristics in common that are of interest to the researcher. The participants of this quantitative correlational study were randomly selected. They were directly involved with the textile industry through employment or policy making that affects the industry, education, and the production of the textiles. Groupings from which participants were selected from 100 respondents: workers of local textiles manufacturer, workers of the Ministry of Trade and Industry and tertiary students. Although there are four textiles producing companies in Ghana, one of the four was selected for this study because of its prominent in the industry. The major difficulty with the estimated research participants was time constraints since the targeted population provided answers to the questionnaires alongside their daily routines.

Sampling Procedure

Participants randomly selected for this study were managers involved in the production of textiles; corporate persons who wear Ghanaian textiles as Friday wear and market women trading in local textiles. The criterion for the quantitative descriptive correlational study forms a complete group for the study. This was because the research participants patronized local textiles and are involved in its production. The choice of the sample size gave relevant data to facilitate the production of findings that mirrored characteristics of the population of people associated with the textile industry in Ghana. Findings from the study based on the random selection of sampled participants' facilitated generalization of findings to the larger population. The participants were made up of adult male and females who can read and write so the researcher does not in any way explain the questionnaire to any of the chosen participants which would have increased the possibility of their answers being influenced. To this end, the researcher considered them as key informant to the study.

Data Collection Instruments

The design, nature and purpose of this study demanded the use of quantitative approach to data collection. This study explained the effect of imported textiles on local textiles which for purposes of generalization will require data from a relatively larger sample. The use of quantitative method and design was necessary because it facilitated data collection from larger groups. A questionnaire was designed as a tool for data collection. Quartey (2016) stated that questionnaires provide quantifiable data that are used for statistical analysis, allow each respondent to read and answer identical

questions, which ensured consistency in the demands of what respondents are to give as answers. Denscombe (2000) posited that questionnaires generate standardized data, which make the process of responses easier and also helps to increase the validity and reliability of results. Quantitative method of data collection was more reliable for this study because of its numerical basis that allows for easier predictions.

Data Collection Procedures

The data collection procedure included the step by step approach of a quantitative descriptive correlational study before administering questionnaires to respondents. The researcher began by securing a letter of introduction from the Nyansapo College, permission from research site and informed consent notes that were signed by 100 randomly sampled participants. The researcher was able to do the data collection within four weeks. This quantitative correlational study anticipated time constraints as one of the major challenge that hindered data collection procedure since research participants provided answers to research questions alongside their daily routine.

Data Processing and Analysis

This quantitative descriptive correlational study had analyzed data using the 25.0.0.0 version of the Statistical Package for the Social Science (SPSS). This is a software package that determines the frequencies and percentage responses of research participants. The variables considered were the independent variable (trade liberalization) and the dependent variable (Ghanaian textiles industry). The analysis of each unit using descriptive statistics included the use of frequencies, percentages, mean, median and mode.

Chapter Summary

Chapter three of this quantitative descriptive correlational study reviewed the research methods and methodology applied to investigate and provided answers to the research problem. The administering of questionnaires as the chosen method to illicit information from research participants, it is worth noting that some of challenges that the researcher was confronted with included; unanswered questions, differences in understanding and interpreting answers from research participants, respondents hidden agenda, lack of personalization and accessibility issues that characterized quantitative research methods and methodology.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The purpose of this quantitative descriptive correlational study investigated the impact of trade liberalization on the continued viability of the textile industry in Ghana. The purpose of the study was achieved through the survey of 100 research participants using closed-ended questionnaires presented to selected staff of a local textiles manufacturer and members of the general public. Chapter four presents analysis of findings from primary data. Chapter four discussed and analysed data from 100 respondents made up textile manufacturers, sellers and selected patronizers in the Eastern Region and the Greater Accra region of Ghana.

Data Collection

This quantitative correlational study employed the use of structured questionnaires self-administered to 100 participants in data collection. The purpose of the questionnaires was to assess the impact of trade liberalization on the continued viability of the textile industry in Ghana. The participants of the study were categorised into three groups of: selected staff of Ghanaian textiles industry, market women who sells locally manufactured textiles and selected staff of some Ghanaian firms who patronize locally manufactured textiles for Friday wear.

Demographic Characteristics of Participants

The demographic profile of the research participants at the research site included manufacturers of Ghanaian textiles, sellers and selected adults between the ages of 18-60 years. They included staff of the Ghanaian textiles

industry, women who trade in textiles and adult employees of selected Ghanaian companies who wear the made in Ghana textiles. The results of the findings are presented in table 1 to table 12.

Table 1: Demography of Respondents

	%Yes	%No	Total
The Ghanaian textile industry is ready for global competition?	60	40	100
Ghanaians prefer to buy made in Ghana textile to foreign textile.	55	45	100
World Trade Organization (WTO) Trade Facilitation Agreement is favorable to developing economies?	48	52	100
Ghana made textiles are overpriced?	60	40	100
Do you wear GTP, ATL or woodin branded textiles throughout the week?	42	52	100
Foreign textiles brands are superior in quality to Ghanaian textiles?	33	67	100
Government of Ghana should restrict the importation of foreign textiles into Ghana?	69	31	100
Government should ban the importation of fully finished foreign made textiles into Ghana?	63	37	100
The Ghanaian textile industry has benefited from trade liberalization?	63	37	100
Price is considered over quality when buying locally manufactured wax prints in Ghana?	50	50	100

GTP, ATL or woodin branded textiles are considered first choice to Dutch prints wax?	50	50	100
Dutch wax prints are preferred to Ghanaian textiles?	54	46	100
Quality is the only thing considered when buying local textiles?	50	50	100
Is price the only factor that determines your choice of textiles?	28	72	100

Source: Field work (2019)

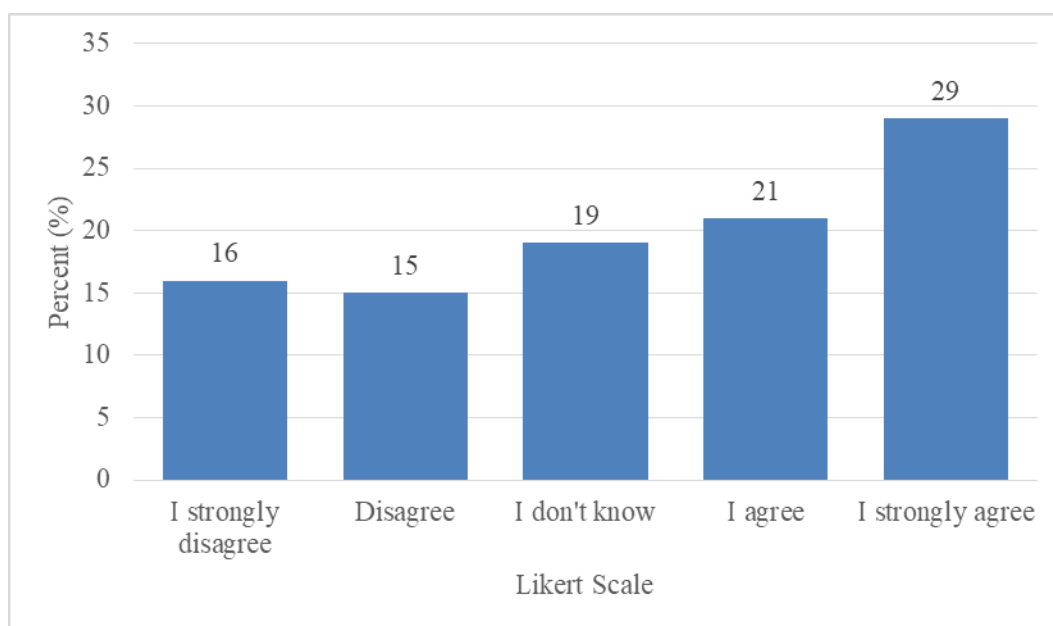


Figure 1: WTO gives countries strong economic advantage

Source: Field work (2019)

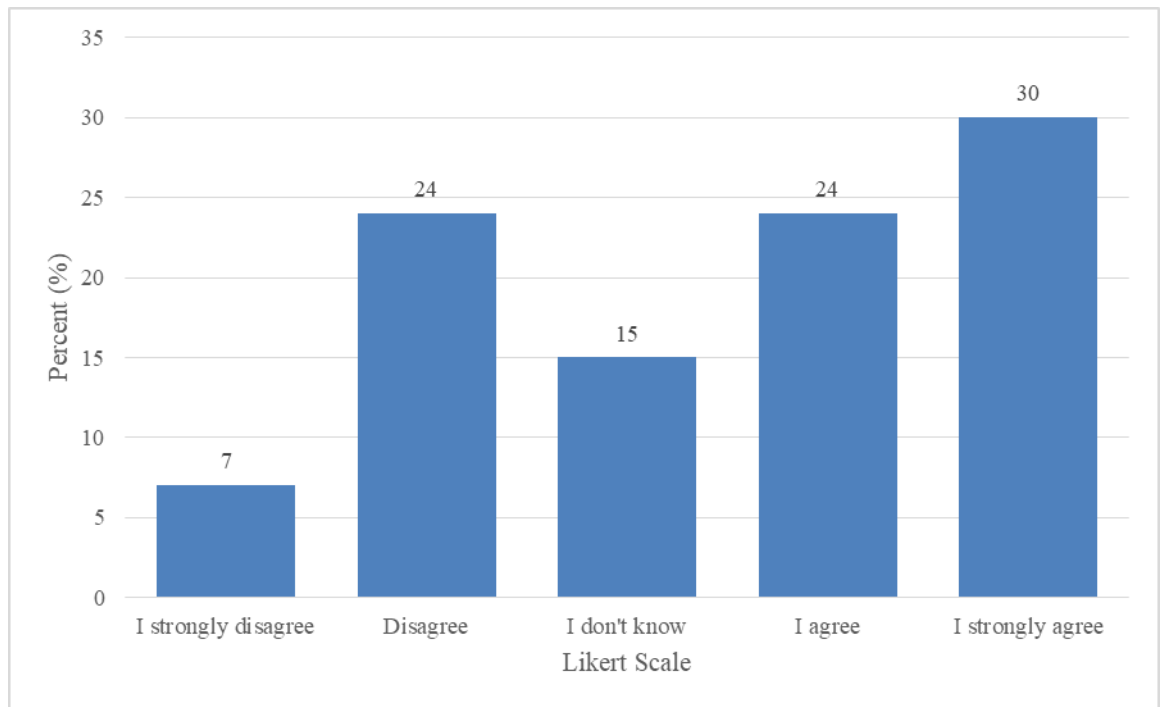


Figure 2: Level of agreement on imposition of a ban on Dutch wax prints into Ghana

Source: Field work (2019)

Table 2: Implication of World Trade Organization Trade Facilitation Agreement

	%Yes	%No	Total
Is Ghanaian market substantial for its textiles?	67	33	100
Government intervention is the only way for the Ghanaian textile industry to grow and compete effectively?	60	40	100
Reduction in trade tariffs on textile will boost the local textile industry?	68	32	100
Ghana should ban all foreign imported textiles into	46	54	100

Ghana?			
Ghanaian local textile manufacturing industry can meet demands of the local market?	79	21	100
Ghanaian textile manufacturers can export as well as meet local demand?	80	20	100
Ghanaian textiles manufacturing industry needs industrial expansion?	84	16	100
Textiles imported from China a threat to Ghana's textiles industry?	74	26	100
Fake or pirated textile imported into Ghana, threaten the survival of local firms such as ATL and GTP?	96	4	100
Ghanaians can facilitate the growth of local textiles manufacturers through patronage of made in Ghana textiles?	85	15	100
Government of Ghana should withdraw from the World Trade Organization (WTO) Trade Facilitation agreement because it encourages the importation of foreign brands textiles into Ghana?	32	68	100
Corporate workers should wear made in Ghana textiles to work twice or thrice a week?	74	26	100
Ghanaian corporate workers must continue to wear local textiles only on Fridays?	26	74	100

Source: Field work (2019)

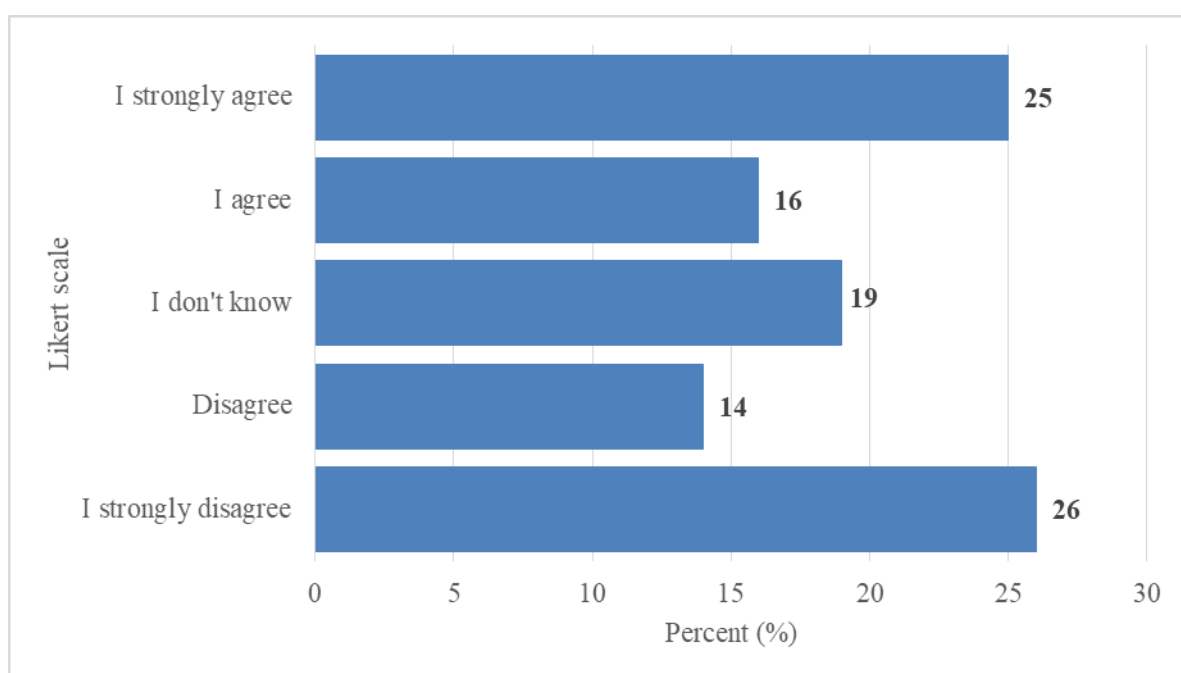


Figure 3: Importation of textiles has contributed positively to growth in the Ghanaian Economy

Source: Field work (2019)

Table 3: GTP and ATL local brands have quality same as Dutch wax prints?

	Frequency	Percent	Cumulative
	N=100		Percent
I strongly disagree	12	12.0	12.0
Disagree	18	18.0	30.0
I don't know	15	15.0	45.0
I agree	21	21.0	66.0
I strongly agree	34	34.0	100.0
Total	100	100.0	

Source: Field work (2019)

Table 4: Ghana should concentrate on the export of cotton to feed foreign textile plants and import finished product for local consumption

	Frequency	Percent	Cumulative
	N=100		Percent
I strongly disagree	25	25.0	25.0
Disagree	20	20.0	45.0
I don't know	27	27.0	72.0
I agree	13	13.0	85.0
I strongly agree	15	15.0	100.0
Total	100	100.0	

Source: Field work (2019)

Table 5: Factors that led to the decline in sales volume of the local textiles

	%Yes	%No	Total
Raw materials for manufacturing local textiles are purchased in Ghana?	55	45	100
Raw materials have been the major input cost of local textiles production in the past five years?	74	26	100
Had there been a significant investment in machinery in the past five years?	57	43	100
Investment in machinery in the past five years has increased production, profits and sales?	45	55	100
World Trade Organization (WTO) Trade Facilitation agreement contributed to the decline in sales volume and value of locally produced textiles?	43	57	100
The government of Ghana government should	24	76	100

withdraw from the WTO Trade Facilitation agreement to save the declining Ghanaian textile industry?			
Do you advertise your product directly to target market?	66	34	100
Advertising has positive impact on the demand for products and profitability?	90	10	100
Has government financial bailout positively affect production and demand in the last five years?	64	36	100
Government financial bailout increased local textile production?	66	34	100
Price and designs of local branded textiles affect demand in the last five years?	71	29	100
Would you say that support provided to foreign textiles manufacturing firms give them advantage over local manufacturers?	80	20	100
Would you say subsidized raw materials will expand capacity of local textiles manufacturing?	79	21	100
Would you support imposition of interventions adopted by other countries to increase production, operations and profitability of textiles industry in Ghana?	81	19	100
Would you say that Ghanaian textiles are expensive compared to imported textiles?	67	33	100
Do you agree to the suggestion that education of the	86	14	100

Ghanaian consumer is needed to patronize made in
Ghana textiles to protect the industry?

Source: Field work (2019)

**Table 6: Ghana should concentrate on the export of cotton to feed foreign
textile plants and import finished product for local consumption**

	Frequency N=100	Percent	Cumulative Percent
I strongly disagree	3	3.0	3.0
Disagree	10	10.0	13.0
I don't know	23	23.0	36.0
I agree	30	30.0	66.0
I strongly agree	34	34.0	100.0
Total	100	100.0	

Source: Field work (2019)

Test of Research Hypothesis

The first hypothesis which examined the effect of trade liberalization on the Ghanaian textile industry was tested using the chi-square test. The null and alternate hypotheses are stated below:

H₀: Trade liberalization has no effect on the Ghanaian textile industry.

H₁: Trade liberalization has an effect on the Ghanaian textile industry.

Findings from the test results are presented in tables 7 and 8. The findings show that the Ghanaian textile industry has benefited from trade liberalization. There was a significant association between trade liberalization and the Ghanaian textile industry ($X^2(1) = 6.76, p < .05; p=0.009$). Hence, the

null hypothesis was rejected - of no effect of trade liberalization in the Ghanaian textile industry.

Table 7: The Ghanaian textile industry has benefited from trade liberalization

	Observed	Expected	Residual
	N=100		
No	37	50.0	-13.0
Yes	63	50.0	13.0
Total	100		

Source: Field work (2019)

Table 8: Test Statistics

	The Ghanaian textile industry has benefited from trade liberalization?
Chi-Square	6.760 ^a
Df	1
Asymp. Sig.	.009

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

The results of the second hypothesis, which examines whether trade liberalization has led to increase in sales of local Ghanaian textiles in five-year period is shown in table 9 and 10. The hypothesis is stated as:

H₀: Trade liberalization has no association with increase in sales volume of local Ghanaian textiles in the five-year period, 2014-2018.

H₁: Trade liberation has an association with in sales volume of local Ghanaian textiles in the five-year period, 2014-2018.

The findings show that the decline in sales volume and value of locally produced textiles is not as a result of the WTO agreement alone but other factors. There was no significant association between WTO agreement and sales value of locally produced textiles ($X^2(1) = 6.76, p > .05; p=.162$). Hence, we accept the null hypothesis of no association of WTO agreement with the increase in sales volume of local Ghanaian textiles.

Table 9: World Trade Organization (WTO) Trade Facilitation agreement contributed to the decline in sales volume and value of locally produced textiles

	Observed	Expected	Residual
	N=100		
No	57	50.0	7.0
Yes	43	50.0	-7.0
Total	100		

Source: Field work (2019)

Table 10: Test Statistics

	World Trade Organization (WTO) Trade Facilitation agreement contributed to the decline in sales volume and value of locally produced textiles?
Chi-Square	1.960 ^a
Df	1
Asymp. Sig.	.162

Source: Field work (2019)

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Thirdly, we test the implication of WTO agreement on the Ghanaian textile industry. Tables 11 and 12 present the results. We employed the one sample t-test for this hypothesis.

H₀: Positive implication of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry

H₁: Negative effect of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry

The findings show that there is significant evidence of the implication of the World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry. The mean score (3.00 ± 1.54) was lower than the strongly agree score of 5.0 (see Table 11). The Likert scale score on whether importation of foreign textiles into the country has contributed positively to the growth of the Ghanaian economy was found to be significantly lower by a mean of 2.00, 95% CI [1.69 to 2.31], than a strongly agree score of 5.0, t(99), p=.000. Therefore, we reject the null hypothesis of positive implication of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry.

Table 11: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Error
Importation of foreign textiles into the country has contributed positively to the growth of the Ghanaian economy?	100	3.00	1.537	.154	

Source: Field work (2019)

Table 12: One-Sample Test

		Test Value = 5					
		T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Importation of foreign textiles into the country has contributed positively to the growth of the Ghanaian economy?		-13.009	99	.000	-2.000	-2.31	-1.69

Source: Field work (2019)

Chapter Summary

Chapter four presented the analysis and discussions of the data. Descriptive statistics was used to describe and summarize the behavior of the variables in the study and simplified the understanding of the findings. The main analytical tool used for the study was Microsoft Excel 2013 and Statistical Package for Social Scientists (SPSS). The outcome of the research conducted revealed the implication of the World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry. The results show that the Ghanaian textile industry has benefited from trade liberalization. When asked whether trade liberalization has contributed to the decrease in Ghanaian textiles sales volume, the findings revealed that the decline in sales volume and value of locally produced textiles is not as a result of the WTO agreement

alone but other factors. The respondents on whether importation of foreign textiles into the country has contributed positively to the growth of the Ghanaian economy. The result shows that the economic contribution of imported textiles was significantly low. The participants agreed that the government of Ghana government should withdraw from the WTO Trade Facilitation agreement to save the declining Ghanaian textile industry. The next chapter will present the summary of the study.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The purpose of this quantitative descriptive correlational study investigated the impact of trade liberalization on the continued viability of the textile industry in Ghana. The purpose of the study was achieved through the survey of 100 research participants using closed-ended questionnaires presented to selected staff of a local textiles manufacturer and members of the general public. To achieve the purpose of the study, the following research questions were employed for guidance to the study:

- 1 What are the effects of trade liberalization on the Ghanaian textile industry?
- 2 What are the implications of World Trade Organization's Trade Facilitation Agreement on the Ghanaian textile industry?
- 3 What factors led to the decline in sales volume of the local textiles manufacturing industry in the five year period, 2014-2018?

This quantitative descriptive correlational study in finding answers to the research questions was centered on (Michael Porter's, 1980) and (Ambastha and Momaya's, 2004) theories of competitiveness. The core of these theories and how competition was tackled by these scholars as a major factor in businesses to promote economic growth explains the choice of the theory for the study. The theories were relevant to the study because it explains why and how business must deal with competition to remain in business and compete with the rest of the world regardless of location. The nature of the study is quantitative descriptive. In order to effectively address the research questions,

a case study design was found to be more suited for this study to make understanding of trade liberalization and how this affects Ghanaian textiles manufacturers. Data was obtained within 6 weeks from 100 participants in Ghana, each of the 100 participants were presented with questionnaires containing forty-six questions. Answers provided on questionnaires were analyzed and interpreted to address the research questions. The Statistical Package for the Social Science (SPSS) version 25.0.0.0 was used for data analysis. This chapter presents the summary of findings, discussion of findings and conclusions. Recommendations on how to address the various challenges that emerged from the findings of the study are also presented.

Summary of Findings from Survey Data

Findings from this descriptive correlational case study had concluded that trade liberalization that permits nations to leverage partnerships for economic development has not been fully achieved by Ghana. This is because Ghanaian textiles manufacturers were yet to achieve benefits touted under these protocols and blamed foreign partnerships for contributing to the decline of some indigenous African industries as identified by the research participants. Research question one was addressed through this finding. In addressing research question two on what were the implications of World Trade Organization's Trade Facilitation Agreement on the Ghanaian textile industry, the participants recommended a total withdrawal from the WTO facilitation agreement to save the declining textile industry in Ghana. To that end research participants identified the contribution of the protocol on Ghana's economy as significantly low. As a result, prices of locally manufactured

textiles were identified as one of the major challenges that pave way for high demand of foreign made textiles which are relatively cheaper.

Conclusions from Survey Data

A significant number of scholarly works reviewed in this quantitative descriptive correlational study on the effect of trade liberalization on developing nations have touted the positive impact of trade liberalization on economies. Many developing countries have liberalized trade in the hope that greater international exposure will improve the performance of local firms (IGC, 2019). The government of Ghana needs to identify the need to empower Ghanaian manufacturers through tax holidays, investment in machinery to ensure the continuity of indigenous companies' and the necessary benefits from trade liberalization fully realized.

Monitoring

The introduction of a monitoring system by the government, for instance by making the Ministry of Trade and Industry a supervisory body to the Ghanaian textiles manufacturers to ensure Ghana benefitted fully from WTO protocol. Findings from this study have shown that, Ghana's could benefit more from the WTO protocols when its industries can compete with the rest of world in terms of production.

Investment in Technology

The decline in the Ghanaian textiles industry persists because of the use of obsolete technology in manufacturing. Lack of Ghanaian firms' investment into machinery to improve upon production will continue to hinder the economy from benefitting fully from trade liberalization. Investment in modern machinery and collaborating with neighbouring countries like Nigeria

which is known for huge textiles apparel production have not been considered, hence the continue deteriorating state of the indigenous Ghanaian textiles industries which has seen a massive dropped in the number of Ghanaian employed by the sector currently. In 1977, the textiles manufacturing industries offered employment to a total of 25,000 Ghanaians accounting for 27% of the working class against a total number of 2,961 employees engaged by the textiles industry in March 2005, (TEGLEU, 2012).

In summary, the study revealed that trade liberalization offers very low benefit to the Ghanaian economy due to the fact that it was competing with developed economies that are advanced over Ghana in the area of production. The continuing trend of Ghanaian textiles industries inability to compete with giant economy whilst her market is open for the importation of textiles will impede the survival of the few existing textile industries thereby causing the number of employed Ghanaians' by the sector to drop and translate to huge employment in the country. Nevertheless, the Ghanaian textile industry still has the opportunity to benefit fully from the WTO protocol to improve upon her economy and create jobs for citizens by addressing the obstacles in a multi sector approach.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are made:

1. Institutions responsible for supervising implementation of protocols and treaties signed by the Ghana government with regards to trade and services namely Ministry of Finance, Ministry of Trade and Industry,

and agencies should be well resourced and equipped with well trained staff and logistics to enable them carry out their mandate.

2. Border security should be intensified to address the issue of textiles smuggling which are mostly brought into the country through the border. By so doing the government would reduce the number of illegal smuggled textiles brought into the country and sold at relatively cheaper rate which comes to compete with locally manufactured textiles.
3. Government should consider a ban on used clothing like other African countries. Countries like Kenyan have placed a ban on used clothing, Rwanda increased taxes on imported used clothing and Nigeria banning the importation of finished textiles. Ghana as a way of protecting and revamping its textiles industry can also consider a ban on used clothing which comes to compete with the locally manufactured apparel.
4. Public awareness on the benefits of patronizing Ghanaian made textiles should be considered to educate Ghanaians on the need to buy locally manufactured textiles. Ghanaians being made aware that wearing locally manufactured textiles will create employment opportunities will improve patronage.
5. Periodic engagement and knowledge sharing with world's leading textiles manufacturers to equip Ghanaian industries with the technical-know-how will help them compete with the rest of the world. Such engagements should be designed both home and abroad to improve

upon production capacity. However, these programmes when implemented should be supervised to achieve results.

Suggestions for Future Research

The focus of this quantitative descriptive correlational case study was limited to investigating the effect of imported textiles on manufacturers. Findings from the answers provided by the 100 participants from three categories of stakeholders associated with the production, management and wearing of locally manufactured textiles confirmed the economic contribution of imported textiles to Ghana's economic development as significantly low. This research study is not exhaustive and thus it recommends further research on the effect of imported textiles on manufacturers: case study of a Ghanaian firm. A qualitative exploratory case study might produce insights and opinions of stakeholders on challenges to local production and preferences for imported relative to locally manufactured textiles.

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APPENDIX A

Interview Protocol

This quantitative descriptive case study on the effect of imported textiles on manufacturers: case study of a Ghanaian firm is in partial fulfillment of the requirements for the award of a Master of Arts Degree in International Relations and Development by Nyansapo College, Accra (under affiliation arrangement with University of Cape Coast), Cape Coast.

The following protocol and questions will guide the preparatory process of data collection through to administration of questionnaires:

1. Ensure certainty of access to research site and participants.
2. Obtain permission to access the proposed research site and participants.
3. Pilot survey of questionnaire to validate interview questions.
4. Observe courtesies and protocols of greeting participants including introduction of yourself and purpose for the interview.
5. Show approved formal consent for data collection and for the use of premises to authorities at the research site.
6. Thank the participant and leave the interview site.

APPENDIX B

Questionnaire

Date:

Time:

Place:

Participant Code:

Position of Participant:

Questions for research participants would be matched against the research questions. This will ensure the relevance of the survey questions to addressing the research questions. The following questions have been mapped to provide answers to the research questions.

RQ1: What are the effects of trade liberalization on the Ghanaian textile industry?

1. The Ghanaian textile industry is ready for global competition?
 - A. Yes
 - B. No
2. Ghanaians prefer to buy made in Ghana textile to foreign textile.
 - A. Yes
 - B. No
3. World Trade Organization (WTO) Trade Facilitation Agreement is favorable to developing economies?
 - A. Yes
 - B. No

4. World Trade Organization Trade Facilitation Agreement gives countries with strong economies advantages over those with weaker economies?

- A. I strongly agree
- B. I agree
- C. I don't know
- D. I strongly Disagrees
- E. I disagree

5. Ghana made textiles are overpriced?

- A. Yes
- B. No

6. Do you wear GTP, ATL or woodin branded textiles throughout the week?

- A. Yes
- B. No

7. Foreign textiles brands are superior in quality to Ghanaian textiles?

- A. Yes
- B. No

8. Government of Ghana should restrict the importation of foreign textiles into Ghana?

- A. Yes
- B. No

9. Government should ban the importation of fully finished foreign made textiles into Ghana?

- A. Yes

- B. No
10. The Ghanaian textile industry has benefited from trade liberalization?
- A. Yes
- B. No
11. Price is considered over quality when buying locally manufactured wax prints in Ghana?
- A. Yes
- B. No
12. GTP, ATL or woodin branded textiles are considered first choice to Dutch prints wax?
- A. Yes
- B. No
13. A ban should be imposed on the importation of Dutch wax prints into Ghana?
- A. I strongly Agree
- B. I agree
- C. I don't know
- D. I strongly disagree
- E. disagree
14. Dutch wax prints are preferred to Ghanaian textiles?
- A. Yes
- B. No
15. Quality is the only thing considered when buying local textiles?
- A. Yes
- B. No

16. Is price the only factor that determines your choice of textiles?

A. Yes

B. No

RQ2: What is the implication of World Trade Organization Trade Facilitation Agreement on the Ghanaian textile industry?

17. Importation of foreign textiles into the country has contributed positively to the growth of the Ghanaian economy?

A. I strongly agree

B. agree

C. I don't know

D. I strongly Disagree

E. disagree

18. Is Ghanaian market substantial for its textiles?

A. Yes

B. No

19. GTP and ATL local brands have quality same as Dutch wax prints?

A. I strongly agree

B. agree

C. I don't know

D. I strongly disagree

E. disagree

20. Government intervention is the only way for the Ghanaian textile industry to grow and compete effectively?

A. Yes

B. No

21. Reduction in trade tariffs on textile will boost the local textile industry?
- A. Yes
 - B. No
22. Ghana should ban all foreign imported textiles into Ghana?
- A. Yes
 - B. No
23. Ghana should concentrate on the export of cotton to feed foreign textile plants and import finished product for local consumption?
- A. I strongly agree
 - B. I agree
 - C. I don't know
 - D. I strongly disagree
 - E. I disagree
24. Ghanaian local textile manufacturing industry can meet demands of the local market?
- A. Yes
 - B. No
25. Ghanaian textile manufacturers can export as well as meet local demand?
- A. Yes
 - B. No
26. Ghanaian textiles manufacturing industry needs industrial expansion?
- A. Yes
 - B. No
27. Textiles imported from China a threat to Ghana's textiles industry?

A. Yes

B. No

28. Fake or pirated textile imported into Ghana, threaten the survival of local firms such as ATL and GTP?

A. Yes

B. No

29. Ghanaians can facilitate the growth of local textiles manufacturers through patronage of made in Ghana textiles?

A. Yes

B. No

30. Government of Ghana should withdraw from the World Trade Organization (WTO) Trade Facilitation agreement because it encourages the importation of foreign brands textiles into Ghana?

A. Yes

B. No

31. Corporate workers should wear made in Ghana textiles to work twice or thrice a week?

A. Yes

B. No

32. Ghanaian corporate workers must continue to wear local textiles only on Fridays?

A. Yes

B. No

RQ3: What factors led to the decline in sales volume of the local textiles manufacturing industry in the five year period, 2014-2018?

Survey questions developed from RQ3 are directed to manufacturers of Ghanaian textiles to get their perspectives on the effect of imported textiles on their business operations in the five year period, 2014-2018.

33. Raw materials for manufacturing local textiles are purchased in Ghana?

A. Yes

B. No

34. Raw materials have been the major input cost of local textiles production in the past five years?

A. Yes

B. No

35. Had there been a significant investment in machinery in the past five years?

A. Yes

B. No

36. Investment in machinery in the past five years has increased production, profits and sales?

A. Yes

B. No

37. World Trade Organization (WTO) Trade Facilitation agreement contributed to the decline in sales volume and value of locally produced textiles?

A. Yes

B. No

38. The government of Ghana government should withdraw from the WTO Trade Facilitation agreement to save the declining Ghanaian textile industry?
- A. Yes
- B. No
39. Do you advertise your product directly to target market?
- A. Yes
- B. No
40. Advertising has positive impact on the demand for products and profitability?
- A. Yes
- B. No
41. Has government financial bailout positively affect production and demand in the last five years?
- A. Yes
- B. No
42. Government financial bailout increased local textile production?
- A. Yes
- B. No
43. Price and designs of local branded textiles affect demand in the last five years?
- A. Yes
- B. No
44. Would you say that support provided to foreign textiles manufacturing firms give them advantage over local manufacturers?

A. Yes

B. No

45. Would you say subsidized raw materials will expand capacity of local textiles manufacturing?

A. Yes

B. No

46. Would you agree that a ban on the importation of fully finished textiles will increase demand for local textiles?

A. I strongly agree

B. I agree

C. I don't know

D. I strongly disagree

E. I disagree

47. Would you support imposition of interventions adopted by other countries to increase production, operations and profitability of textiles industry in Ghana?

A. Yes

B. No

48. Would you say that Ghanaian textiles are expensive compared to imported textiles?

A. Yes

B. No

49. Do you agree to the suggestion that education of the Ghanaian consumer is needed to patronize made in Ghana textiles to protect the industry?

A. Yes

B. No

APPENDIX C

Letter of Introduction

Akosombo Textiles Limited
Accra

July 24, 2019

Dear Sir/Madam,

Request for use of premises - Introduction of Miss Fatima Adam.

I write to formally introduce to you the above named Mentee/student of Nyansapo College. In partial fulfillment of the Requirements for the Degree Master of Arts in International Relations and Development (MAIRD), Miss Adam proposes to conduct a study into the Effect of Imported Textiles on Manufacturers: Case Study of a Ghanaian Firm, and would appreciate your support in granting her permission and access to the designated research site.

The purpose of this quantitative descriptive co-relational study is to investigate the impact of trade liberalization on the continued viability of the textile industry in Ghana. To achieve this objective, 100 research participants shall be surveyed using closed-ended questionnaires that will be presented to selected staff of local textiles manufacturers and members of the public. Participants will include managers involved in the production of textiles; corporate persons who wear Ghanaian textiles as Friday wear and market women trading in local textiles to provide their personal perspectives on the problem statement. Subjects' confidentiality shall be assured (please see Appendix B). Proposed interview questions are attached as Appendix A.

Grateful to have your approval for Miss. Fatima Adam to conduct the proposed research results of which shall contribute new knowledge to the world of academia as well as enhance strategies to curb illicit textiles trade and

improve productions and sales of locally manufactured textiles by signing the enclosed/attached permissions form.

Counting on your cooperation.

Yours sincerely,

Alexander K Archine

/s/ Dr. Alexander Kwame Archine

Mentor (Dissertation Chair)

Nyansapo College

Email: dean@nyansapocollege.edu.gh

Alternative Email: kwamepaintsil@gmail.com

Cell Phone: 0277869765

APPENDIX D

Informed Consent Form

Title of Study

Effect of Imported Textiles on Manufacturers: Case Study of a Ghanaian Firm

Researcher

My name is Fatima Adam and I am a student of Nyansapo College (affiliated to University of Cape Coast) working on a Master of Arts degree in International Relations and Development.

Phone: +2333553586

Email: fadam775@mail.com

Purpose of Study

You are being asked to take part in a scientific research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information.

The purpose of this quantitative descriptive correlational study is to investigate the impact of trade liberalization on the continued viability of the textile industry in Ghana. To achieve this objective, 100 research participants shall be surveyed using closed-ended questionnaires that will be presented to selected staff of a local textile manufacturing company and members of the public.

Confidentiality

Your responses to this questionnaire will be anonymous. Every effort will be made to preserve your identity and confidentiality of the information you will be providing through the following measures:

1. Alpha numeric code numbers shall be used in place of participants names
2. Notes, interview transcriptions, and code numbers identifying participant information will be kept in a file cabinet in the personal possession of the researcher and shall not be made available to third parties beyond authorised officials of Nyansapo College.

Contact Information

If you have questions at any time about this study, or you experience adverse effects as a result of participating in this study, you may contact the researcher whose contact information is provided on the first page. If you have questions regarding your rights as a research participant, or if problems arise which you do not feel you can discuss with the researcher, please contact the College Dean on telephone number 0277869765.

Voluntary Participation

Your participation in this study is voluntary. It is up to you to decide whether or not to take part in this study. If you decide to take part in this study, you will be asked to sign a consent form. After you sign the consent form, you are still free to withdraw at any time and without giving a reason. Withdrawing from this study will not affect the relationship you have, if any, with the researcher. If you withdraw from the study before data collection is

completed, your data will be marked “withdrawn” and will not be made part of the data for analysis and inclusion in the final report.

Consent

I have read and I understand the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Participant's signature _____ Date _____

Researcher's signature _____ Date _____